

Historic, Archive Document

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A black and white photograph of a bouquet of flowers, possibly gladioli, arranged in a vase. The flowers are dark and have long, slender leaves. The background is dark and textured.

Gladiolus with a growing
reputation



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From
FRIENDLY GLAD GARDENS
R.R. #4 - RIVER ROAD
COLUMBUS, INDIANA

Joseph Sexton

A. With every \$5.00 purchase from this "glaliterature" you may have a bulb of **Dancing Flame** free. Example: If your order amounts to \$105.00 you may have 21 bulbs of **Dancing Flame** free, in addition to all other offers made.

B. 2 large bulbs each **Autumn Queen**,
with one bulb of **Dancing Flame**
Candlelight, and **Deep Velvet** \$ 5.00

C. 3 large bulbs each **Autumn Queen**,
Deep Velvet Nancy, **White Challenge** with
two bulbs of **Dancing Flame** 10.00

D. 10 bulbs plus 100 bulblets
Autumn Queen 12.00

E. 10 bulbs and 100 bulblets
Candlelight 12.00

F. 10 bulbs plus 100 bulblets
Deep Velvet 12.00

G. 100 Medium bulbs plus ½ pint bulblets	Nancy 25.00
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H. 10 large bulbs plus 100 bulblets	
White Challenge	20.00

I. 100 large bulbs of assorted varieties, many of which cannot be gotten anywhere else	5.00
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J. 20 bulblets each of Autumn Queen, Candlelight, and Deep Velvet with one bulb of Dancing Flame 5.00

K. 30 bulblets each of Autumn Queen, Candlelight, Deep Velvet, Nancy and White Challenge, and 2 bulbs of Dancing Flame 10.00

We have good stocks of such fine varieties as June Day, Lady Wayne, October Sunshine, Opechee, Rhett Butler, Spic & Span, Sun Spot, Texas, White Christmas as well as many older varieties. If you want any or all, write your needs to us and we will save you money.

(AMOUNT ENCLOSED) \$ _____

NAME _____

ADDRESS _____

[illegible]

Believing the gladiolus public is getting "fed up" with high pressure super-duper malarchy, this piece of "Glaliterature" is surely going to be different. Maybe we won't sell a single bulb, but at least we can go to bed nights and get a good sleep every night.

The biggest "fooler" in the glad business is pictures. Sure you can get a magnificent spike of just about any variety, take its picture and print it in a catalog. A lot of people have been bamboozled by this trick. The next biggest "fooler" is words spoken in half truths.

My "fierce" competitors whom I highly respect may cop most of the orders by putting out magnificent catalogs with all of their beautiful pictures, but I guess we will be around next year with a new group of introductions. We have several hundred seedlings under various stages of testing. They are the best of over one million separate and distinct varieties we have grown from millions of gladiolus seed during the past thirteen years.

We are careful of what varieties we put on the market. Each one must fill a definite need. All of our 1950 originations are definitely the commercial type. They have had to compete with commercial varieties in the wholesale market which is the acid test of any variety. That means they are all easy growers in every sense of the word.

Maybe this "Glaliterature" won't be impressive, but we have a hunch it will be "The Big News of 1950," and there is some more Big News coming soon.

Prices on the 1950 introductions show we are not out to get rich quick. Just want to make a decent living and sell most of the stock so that my competitors who may buy the varieties will get rich. Yes, practically all of my lovable "fierce" competitors would introduce these varieties at \$5.00 or more per bulb and wouldn't give you a chance to buy bulblets.

We aren't the biggest glad growers in the world, not even in the state of Indiana, but people are amazed at the size of our plantings and the number of varieties to be seen. We don't maintain fancy exhibition plots, would take too much time and money. The cost would have to be passed on to you flower lovers. So when you come bring your hiking shoes. We have had visitors from all over the U. S., even from Mexico, Canada, and Holland.

For years hybridists have been trying to duplicate the variety, Dr. Bennett, in color and form and at the same time have the bulbs healthy. We have that variety in **Dancing Flame**. Two years ago we took some spikes of **Dancing Flame** up to Mesick, Michigan, the one spot in the U. S. where Dr. Bennett can be grown. The growers there could not tell the difference between **Dancing Flame** and Dr. Bennett. **Dancing Flame** is about the healthiest variety grown.

Dancing Flame is not being offered for sale this year but is being offered as a premium bulb. See Special Offers.

Autumn Queen (Arnett—parents are Harvest Moon x Picardy)

It surly isn't early—really quite late, so if you want something to bloom in June or July you won't but this one. Doubt if it will win many grand championships on the show table. It is a pretty good cut flower for late Sept. or Oct. Seems to like to bloom from small bulbs and bulblets. Color—golden buff, with lots of pink. Spike is too tall and that's a fact. You wouldn't believe me if I should say how high it may be grown.

Number of buds—some will say not enough, but it usually has 18. Number of florets open—too many and they hold too long. 12 open at one time is too many, doesn't take enough spikes to make a basket to suit the grower. Florists kind of like the idea though and the fact the spike stays in perfect condition for two or more days.

If you want a giant floret or a little floret, this is not the glad to buy. It is just an ordinary big one in the 416 class. **Autumn Queen** makes more bulblets than is necessary and they grow easier than some people like.

Now after hearing all that if you want to grow it next year and see how badly it is described, you can have it for a price that most of my "fierce" but kindly competitors will say is Not enough. Maybe you will say it is too much.

PRICES OF AUTUMN QUEEN

Bulbs any size, each, \$1.00; 10, \$8.00; 100, \$50.00.

Bulblets, 10, \$1.00; 100 \$8.00; ½ pt., \$50.00.

Candlelight (Arnett—parents are Chance seed of Gold dust)

This has always been the first glad to bloom in our gardens. If it bloomed a week or more later, this glad would be absolutely worthless. It has always brought the most money as a cutflower; because there was nothing else to be had. Last summer it was our only variety that sold for \$1.50 per doz. on the wholesale market.

Candlelight never has more than 16 buds and only holds five florets open. It is a large light yellow. It likes to bloom from small bulbs and bulblets but spikes wouldn't take any prizes at a show. In no sense of the word is this the long sought after "yellow Picardy," but this is your opportunity to have the first glad bloom of the season. As soon as you get enough stock you will really have a chest of gold in your pocket with **Candlelight**.

Bulbs any size, each \$1.00; 10, \$8.00; 100, \$50.00.

Bulblets, 10, \$1.00; 100, \$8.00; ½ pt., \$50.00.

Deep Velvet (Arnett—parents are Azalea x Rewi Fallu).

It surly isn't any good as a late cut flower unless you plant about August 15. If you can use something that will bloom in 65 or 70 days after planting, then you might try **Deep Velvet**. If you want something to blend with white, pink, and lavender varieties, don't buy this one. It will work though if you want contrast. **Deep Velvet** is a red in class 452. Can't claim it to be a giant. Neither is it a super miniature.

You wouldn't expect florists to want this variety and some of them don't. Most of the progressive shops, however, welcome this one when they can get it. Don't know why, but the general public almost always picks out **Deep Velvet**. Time after time I have seen them choose this one in preference to others that were introduced at \$25.00 or more per bulb.

Deep Velvet will only open six florets of its 17 bud spikes at one time. Can't ever remember its crooking and won't average more than 48 inches high in the field. Cuts a pretty good spike at that. Holds its head up after being cut just about as well as any glad I know.

If you want to hear some real "Ohs" and "Ahs" from your neighbors just show them some spikes of **Deep Velvet**. I bet they will envy you and want some bulbs. Bulbs any size, each, \$1.00; 10, \$8.00; 100, \$50.00.

Bulblets, 10, \$1.00; 100, \$8.00; ½ pt. \$50.00.

Nancy (Arnett—parents Picardy x Rewi Fallu)

Our 1949 introduction that is entirely on its own now. Nothing we can say will add or detract. So far we have received many letters from the Atlantic to the Pacific enthusiastically praising this red variety which they say will be the commercial red in a very short time. Without doubt there will be some knockers. Wouldn't it be awful if there weren't?

Nancy is the easiest variety to grow we have. Makes too many bulblets that grow too easily. No other red glad can compete with it as a grower or as a florists' variety.

Nancy isn't early, but you can have it in mid-season and likes to bloom long after most varieties have called it "quits" for the year.

Nancy surprised even us last summer when it was Grand Champion at the East Lansing, Michigan, Glad Show.

Nancy rarely has more than 18 buds and will usually hold only 6 or 7 florets open at a time.

PRICES FOR NANCY

Bulbs—Large—each 50c; 10, \$4.00; 100, \$20.00; 1,000, \$160.00. Medium—Each 35c

10, \$2.80; 100, \$15.00; 1,000, \$120.00.

Small—Each, 25c; 10, \$2.00; 100, \$10.00; 1,000 \$80.00.

Bulblets—10, 50c; 100, \$4.00; ½ pt., \$15.00; 1 qt., \$40.00; 1 pk., \$250.00.

White Challenge (Arnett—parents are Euides x Picardy)

Our 1947 introduction that has proven its worth as a show glad and as a much sought after florists' variety. The main complaint from those who have it is that it doesn't increase as rapidly as they would like. They want to build up stocks of it quickly, but it just won't be rushed.

For the amount of stock in existence, I think **White Challenge** has won more grand championships than any other variety. This summer alone it was Grand Champion at the Illinois State Show and the Indiana State Show, as well as 3 spike Grand Champ at the Purdue University Show. At the Canadian Show and the S. E. Michigan Show it was second day Champion; at Mesick, Michigan, it was Reserve Champion.

White Challenge isn't like other whites, maybe it is why florists ask for it by name. It has a slight rose colored throat that is radiated from the whole giant flower. It won't bloom early for you, but will come in mid-season. Doubt if it will bloom from bulblets. Fact is it won't make big bulbs from bulblets, however, it makes beautiful show spikes even from medium bulbs.

Last spring I gave 15 bulbs of **White Challenge** to Claude Enslem, a blind glad grower in Marian, Indiana, and Claude won the Grand Championship award at the big Indiana Gladiolus Show at Wabash. He said that he had three other spikes of **White Challenge** equally as good or better from those 15 bulbs.

PRICES

Bulbs—Large, each, \$1.50; 10, \$12.00; 100, \$75.00. 1,000, write for prices.

Medium—Each, \$1.00; 10, \$8.00; 100, \$50.00.

1 qt., \$100.00; 1 pk., \$600.00

Small—Each, 50c; 10, \$6.00; 100, \$25.00.

Bulblets.—10 \$1.50; 100, \$12.00; ½ pt., \$30.00;

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